



T E X A S

Real. Texas. Service.

PLANNING AND ZONING DIVISION

FILE NUMBER: Z0625-0404
REQUEST FOR: Planned Development Amendment
CASE MANAGER: Garrett Langford, Assistant Director

PUBLIC HEARINGS

Planning and Zoning Commission: Monday, August 11, 2025
City Council: Tuesday, September 2, 2025

GENERAL INFORMATION

Applicant: Centurion American on behalf of MM Mesquite Retail 3 LLC
Requested Action: Amend PD-Light Commercial (Ordinance Nos. 4595, 4799, and 5019) to Planned to allow the installation of a 30-foot-tall multitenant freestanding sign.
Location: 21717 IH 635 (also known as 355 and 375 Rodeo Center Blvd)

PLANNING AND ZONING ACTION

Decision: On August 11, 2025, the Planning and Zoning Commission recommended approval of the request by a vote of 7-0.

SITE BACKGROUND

Platting: Not Platted
Size: Approximately 2.5248 acres/109,981 square feet
Zoning: PD - Planned Development
Future Land Use: Commercial
Zoning History: 1951: Annexed and zoned Residential
1958: Rezoned to Commercial, Special Use Permit
1968: Rezoned to Commercial
1984: Rezoned to Light Commercial
1986: Mesquite Arena Rodeo Entertainment Overlay District
2005: Rezoned to PD – Light Commercial
2006: Rezoned to PD – Townhomes
2018: Rezoned to PD Ordinance No. 4595
2020: Amended PD Ordinance No. 4595 with Ordinance No. 4799
2022: Amended PD Ordinance No. 4595 and 4799 with Ordinance No. 5019

Surrounding Zoning and Land Uses (see attachment 3):

	<u>ZONING</u>	<u>LAND USE</u>
NORTH:	Commercial	Retail and Restaurants
SOUTH:	PD – Light Commercial	Undeveloped Land
EAST:	Commercial	Limited Service Hotels
WEST:	PD – Single Family	Single Family Homes

CASE SUMMARY

The applicant is requesting an amendment to the Iron Horse Planned Development (PD) to allow a 30-foot-tall multitenant freestanding sign for the Iron Horse Commercial development located along Rodeo Center Boulevard and IH-635. The Iron Horse PD does not permit pole signs. Under the Mesquite Sign Ordinance, monument signs up to 50 square feet in area with a max height of 10 feet are allowed. Properties adjacent to a freeway with a posted speed limit over 55 mph (according to the plat of the property, it has frontage on IH-635) can have a monument sign up to 20 feet in height and a sign area up to 100 square feet. However, the applicant is seeking approval for a sign that exceeds this height allowance. The total area of the sign face on the proposed sign is 100 square feet.

City Council initially approved the Iron Horse development with PD Ordinance No. 4595 in 2018 to allow the mixed-use development, which includes townhomes, single-family residences, age-restricted residential homes, retail, restaurants, and entertainment uses. In 2020, the PD was amended by Ordinance No. 4799 to permit an amenity center for residents, a convenience store with fuel sales, and to modify screening wall requirements at the request of the developer. In 2022, the Iron Horse PD was amended to remove the requirement to provide age-restricted housing.

The residential portion of the Iron Horse development has been completed. Commercial development within Iron Horse includes Wave Wash, 7-Eleven, and Panda Express. In addition, the developer has constructed two multitenant buildings (355 and 375 Rodeo Center Blvd). The building at 375 Rodeo Center Blvd will be occupied by Ojos Locos restaurant, and Action Behavior Center, a medical office use, will partially occupy the building at 355 Rodeo Center Blvd.

MESQUITE COMPREHENSIVE PLAN

The *Mesquite Comprehensive Plan* designates the subject property as Commercial. The Commercial land use designation represents a broad range of goods and services for a community or region. Developments in this category are larger and more intense than those in the Neighborhood Retail category. Uses may include retail, hotels, restaurants, big box retailers, or personal services.

STAFF COMMENTS:

Because the proposed PD amendment does not modify the types of land uses currently permitted within the PD, it remains consistent with the property's Commercial designation in the Comprehensive Plan.

MESQUITE ZONING ORDINANCE

SECTION 5-511: APPROVAL STANDARDS FOR CREATION OR AMENDMENT OF A PD DISTRICT.

1. The extent to which the proposed PD amendment promotes the public health, safety, and welfare and will benefit the city as a whole.

STAFF COMMENTS: The proposed amendment does not address or create a public health, safety, or welfare issue.

2. The consistency of the proposed PD amendment with the Comprehensive Plan and any other adopted land use policies.

STAFF COMMENTS: The proposed amendment does not change the permitted land uses within the PD.

3. The extent to which the proposed PD amendment will support and further the City Council's strategic goals.

STAFF COMMENTS: The proposal does not address a City Council strategic goal

4. The extent to which the proposed PD amendment creates nonconformities.

STAFF COMMENTS: The proposed PD amendment will not create any nonconformities.

5. The compatibility with the existing uses and zoning of nearby property.

STAFF COMMENTS: There is no proposed change in the permitted uses or the underlying zoning of the property.

6. The trend of development, if any, in the general area of the property in question.

STAFF COMMENTS: The residential portion of the Iron Horse development has been completed, along with some commercial developments along W. Scyene Road. There have been no additional developments in the Iron Horse development other than the two multitenant commercial buildings that are in the process of being occupied.

7. The suitability of the property for the purposes for which it is presently zoned, i.e., the feasibility of developing the property in question for one or more of the uses currently allowed under the existing zoning classification.

STAFF COMMENTS: The property remains suitable for its current Planned Development – Light Commercial zoning.

8. Whether adequate public facilities are available including, but not limited to, schools, parks, police and fire protection, roads, sanitary sewers, storm sewers, and water lines, or are reasonably capable of being provided prior to the development of the uses which would be permitted on the subject property if the amendment were adopted.

STAFF COMMENTS: Adequate public facilities, including roads, utilities, and emergency services, are currently available to service the property.

9. Whether the proposed PD amendment provides a greater level of public benefits than would otherwise be achieved if the property were developed under a standard zoning district.

STAFF COMMENTS: The PD amendment allows for tailored signage standards not available under the base zoning district, potentially providing greater flexibility for commercial tenants and visibility from the freeway. However, the amendment is limited in scope and does not include broader public improvements or community amenities.

10. The degree to which the proposed PD amendment incorporates a creative site design to achieve the purposes of this Code and represents an improvement in quality over what is possible through a strict application of the otherwise applicable zoning district or development standards.

STAFF COMMENTS: The amendment is specific to signage and does not include changes to site layout or design features. As such, it does not incorporate creative site design but does provide an opportunity for customized signage.

11. Any other legally sufficient standard under Texas law.

STAFF COMMENTS: No staff comments.

CONCLUSIONS

ANALYSIS

The proposed PD amendment seeks to allow a 30-foot-tall freestanding sign within the Iron Horse development along IH-635, where current regulations limit signage height to 20 feet. The total square footage of the sign area is 100 square feet.

RECOMMENDATIONS

Staff has no recommendation on the request.

PUBLIC NOTICE

Staff mailed notices to all property owners within 200 feet of the subject property and mailed a courtesy notice for properties within 400 feet. As of August 6, 2025, Staff has received one returned notice from the statutory notice area in opposition to the request.

ATTACHMENTS

1. Aerial Map
2. Public Notification Map
3. Zoning Map
4. Future Land Use Map
5. Site Pictures
6. 30' Freestanding Sign
7. Public Notice

Aerial Map






Request: Rezoning to allow a 30-ft-tall
multitenant freestanding sign
Applicant: Centurion American
Location: 21717 IH 635



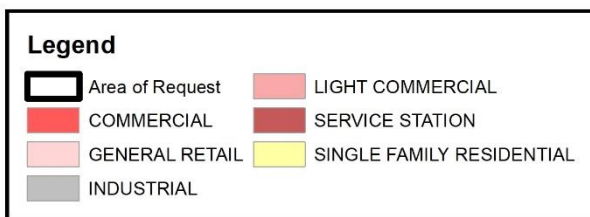
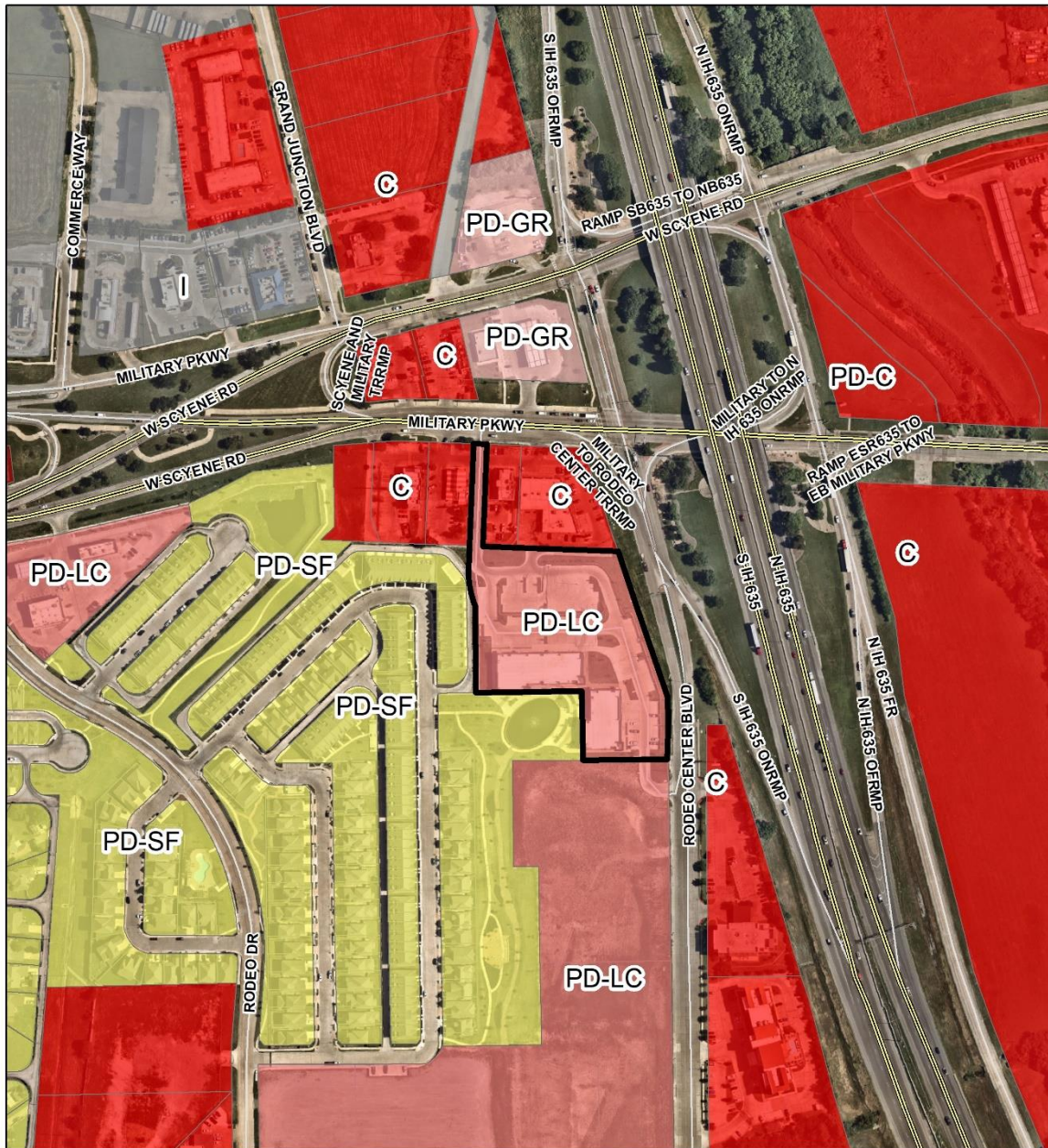
This is a detailed plat map of a portion of the City of Fort Worth, Texas. The map shows a grid of lots, many of which are numbered. Key streets include Military Pkwy, W. Scyene Rd, Rodeo Center Blvd, and IH 635. A large area is labeled 'MILITARY CENTER TRAMP' and another 'RODEO CENTER TRAMP'. The map also shows a 'RAMP SB 635 TO NB 635' and a 'RAMP NB 635 TO SB 635'. The map is titled 'PLAT MAP' and 'CITY OF FORT WORTH, TEXAS'.

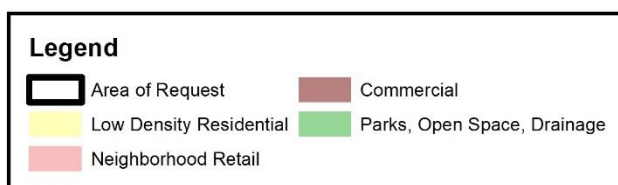
Legend

-  Area of Request
-  Statutory Notice
-  Courtesy Notice



Zoning Map







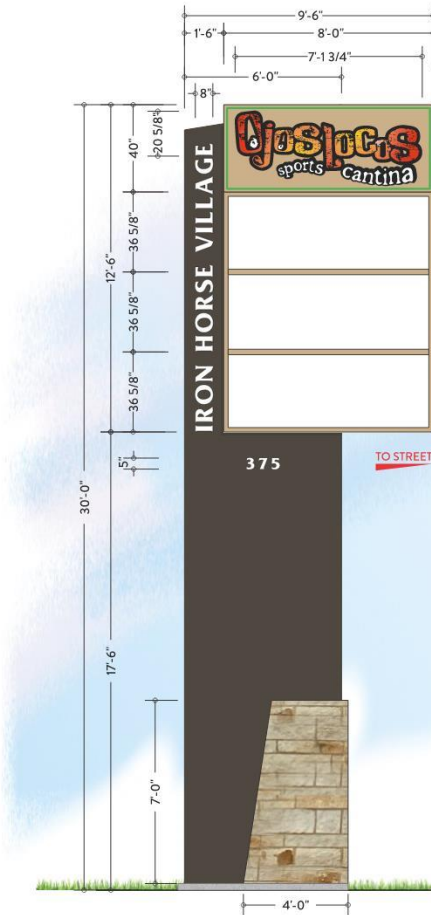
Street view of the subject property facing west.



View of the subject property facing southeast. The multitenant sign in the picture is for 1704 Military Parkway, which is 28 feet in height.

SCOPE OF WORK

1. FABRICATE AND INSTALL - ILLUMINATED D/F PYLON SIGN



FRONT VIEW - PYLON SIGN
SCALE: 1/4" = 1'-0"



END VIEW
SCALE: 1/4" = 1'-0"

STREET SIDE

- CABINET: ALL ALUMINUM CONSTRUCTION
STUCCO FINISH OVER ALUMINUM
COLOR: P2
- CLEAR ACRYLIC FACE NEON LETTERS
WITH SILHOUETTE
- CLEAR ACRYLIC FACE NEON LETTERS
WITH SILHOUETTE
- GREEN NEON BORDER

TENANTS CABINET: ALUMINUM CONSTRUCTION
FACES: 3/16" WHITE ACRYLIC MATERIAL
FUTURE GRAPHICS: VINYL/DIGITAL PRINT APPLIED
ILLUMINATION: WHITE - PRINCIPAL QWIK MOD 2 6500K
PAINT: P2

COLOR SCHEDULE	
P1	SW 7020 BLACK FOX
P2	SW 7697 SAFARI

ADDRESS:
3M OPAQUE WHITE VINYL APPLIED

NAME: ROUTED AND BACKED WITH
3/4" WHITE ACRYLIC, EXTENDING 1/2" BEYOND
THE FACE (PUSH-THRU).

SUPPORT COVER: ALL ALUMINUM CONSTRUCTION
STUCCO FINISH OVER ALUMINUM
COLOR: P1

MASONRY:
USE SAME MATERIALS AND COLORS AS
THE MAIN BUILDING FAÇADE. - **VERIFY**

CONCRETE PAD:
3" BIGGER ALL AROUND THAN SECTION ABOVE,
MIN 3" ABOVE GRANDE / MIN 3" BELOW GRADE

FOOTINGS
BASE PIPE: 12" x .365" STEEL PIPE (ESTIMATED)
TRANSITION PIPE: 8" x .365" STEEL PIPE (ESTIMATED)
PIER: 30" X 12'-0" CONCRETE (ESTIMATED)

Survey Required



QTY: 1

SIGN AREA: 100 SQ FT



EZZI SIGNS
EST. 2005

16611 West Little York Rd
Houston, Texas 77084
EZZISIGNS.COM
713-232-0771

PROJECT:
OJOS LOCOS
PYLON SIGN
ADDRESS:
375 RODEO CENTER BLVD.
MESQUITE, TX 75149

DATE: 05.19.2025

PROJECT NUMBER:
ES14151

DESIGNER:
SERGIO

REVISIONS
R4: 05.22.2025
SIGN DESIGN REVISION
R5: 05.28.2025
REVISED OPTION
R6: 06.23.2025
30FT HEIGHT OPTION

APPROVALS / DATE

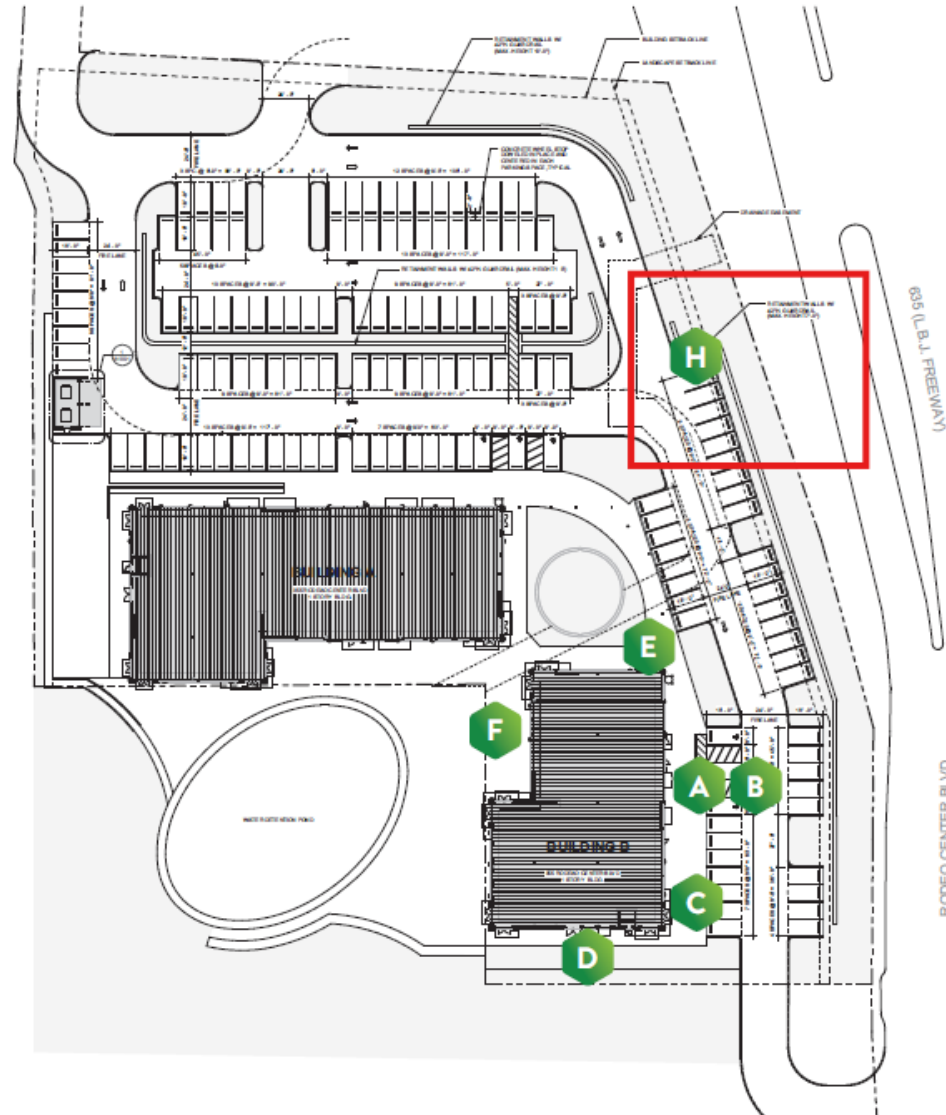
CLIENT:

LANDLORD:



Ⓢ Installation requirements: This sign is to be installed in accordance with the requirements of article 600 of the national electrical code and other applicable local codes. This includes proper grounding and bonding. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.

All conceptual renderings are property of Ezzi Signs. Any reproduction, exhibition or use of this drawing is strictly prohibited.
©2024. All rights reserved.



Planning and Zoning Division
Prepared by Garrett Langford, AICP